

U.S. Patent Application No.: 10/552,628

**IN THE CLAIMS:**

Please amend the claims as follows.

A listing of the status of all claims 1-38 in the present patent application is provided below.

Claims 1 – 15: (Cancelled)

Claim 16 (New):

A method of ordering goods and services related to information content being transmitted from the content providing broadcaster to a consumer, implementation of which is based on:

- a data tag containing: consumer identifier, broadcaster identifier, and the time the consumer received the transmission fragment, transmitted by the broadcaster (13), that is of specific interest to the consumer (10);

- a transmission list containing the information on the schedule and content of the transmission fragments of the broadcaster transmission;

- a server (12) comprised of processing hardware and application software accepting data tags from consumers (10) via data communications network (14) and generating offers for products and services based on said data tags;

- an electronic terminal (11) generating data tags and transmitting data tags via data communications network (14) to server (12);

implemented in the following steps:

- the server (12) receives (101) a transmission list that describes the content and the schedule of the broadcaster's (13) transmission;

- the consumer (10) receives (102) the transmission content from the broadcaster (13);

- the consumer (10) creates (103) a data tag with the use of the electronic terminal (11);

- the data tag is transmitted (104) via a data communications network from the electronic terminal (11) to the server (12);

## U.S. Patent Application No.: 10/552,628

the server (12), based on the information contained in the data tag and the transmission list, exactly identifies and recognizes (105) the transmission fragment which is of interest to the consumer (10);

the server (12), having recognized the transmission fragment, obtains (106) information on goods and services related to that fragment and generates an offer (107) for the consumer (10)

the consumer (10) accesses the server (12) via the data communications network (14) and purchases (108) goods and services offered based on the data tags related to said goods and services.

**Claim 17 (New):**

A method according to Claim 16, in which the electronic terminal (11) is a telephone handset from which the consumer (10) makes a connection to the server (12) using a destination telephone number uniquely assigned to the broadcaster, and where a data tag is generated by the server (12) based on the source telephone number assigned to the electronic terminal (11) used as consumer identifier, the destination telephone number assigned to and identifying the broadcaster, and the time of connection request from the electronic terminal (11) received by the server (12), which identifies the time when the consumer (10) received the transmission fragment of interest.

**Claim 18 (New):**

A method according to Claim 17, in which the consumer (10) makes a connection to the server (12) using the destination telephone number which is the same for all broadcasters and the unique broadcaster identifier is entered into the electronic terminal (11) by the consumer (10) and transmitted to the server (12) in the course of the connection.

**Claim 19 (New):**

A method according to Claims 18, where the connection between the electronic terminal (11) and the server (12) is accomplished with the use of Short Messaging System (SMS).

**Claim 20 (New):**

## U.S. Patent Application No.: 10/552,628

A method according to Claims 17, where the connection between the electronic terminal (11) and the server (12) is accomplished with the use of the Unstructured Supplementary Service Data (USSD) channel.

## Claim 21 (New):

A method according to Claims 16, where the connection between the electronic terminal (11) and the server (12) is accomplished with the use of the Internet Protocol (IP) based data communications channel.

## Claim 22 (New):

A method according to Claims 16, in which the connection between the electronic terminal (11) and the server (12) is accomplished with the use of the voice channel.

## Claim 23 (New):

A method according to Claims 17, in which the connection between the electronic terminal (11) and the server (12) is accomplished with the use of the voice channel.

## Claim 24 (New):

A method according to Claims 16, in which, the server (12), having received the data tag from consumer's electronic terminal (11), transmits back to the electronic terminal an offer of goods and services related to that data tag.

## Claim 25 (New):

A method according to Claims 16, in which the data tag is transmitted from the electronic terminal (11) to the server (12) after the terminal has been directly connected to and synchronized with an Internet enabled electronic hardware appliance.

## Claim 26 (New):

A method according to Claims 21, in which the data tag is transmitted from the electronic terminal (11) to the server (12) after the terminal has been directly connected to and synchronized with an Internet enabled electronic hardware appliance.

## U.S. Patent Application No.: 10/552,628

## Claim 27 (New):

A method according to Claims 16, in which the offer of goods and services related to the data tag is made available to the consumer (10) on the server (12) via a web browser access.

## Claim 28 (New):

A method according to Claims 16, in which the offer of goods and services related to the consumer data tag is made available to the consumer (10) from a dedicated software application running on any Internet enabled electronic hardware appliance.

## Claim 29 (New):

A method according to Claim 16, in which the functions of electronic terminal (11) are emulated by a software application running on the server (12) and accessed via a web browser.

## Claim 30 (New):

A method according to Claims 25, in which the electronic terminal (11) is a personal media player.

## Claim 31 (New):

A method according to Claims 25, in which the electronic terminal (11) is a satellite receiver.

## Claim 32 (New):

A method according to Claims 25, in which the electronic terminal (11) is a radio receiver.

## Claim 33 (New):

A method according to Claims 25, in which the electronic terminal (11) is a TV set.

## Claim 34 (New):

## U.S. Patent Application No.: 10/552,628

A method according to Claims 27, in which the electronic terminal (11) is a TV set.

Claim 35 (New):

A method according to Claims 25, in which the electronic terminal (11) is a remote control unit.

Claim 36 (New):

A method according to Claims 16, in which the electronic terminal (11) is a smart phone.

Claim 37 (New):

A method according to Claims 16, in which the electronic terminal (11) is a Personal Digital Assistant electronic appliance.

Claim 38 (New):

A method according to Claims 16, in which the electronic terminal (11) is a personal computer.

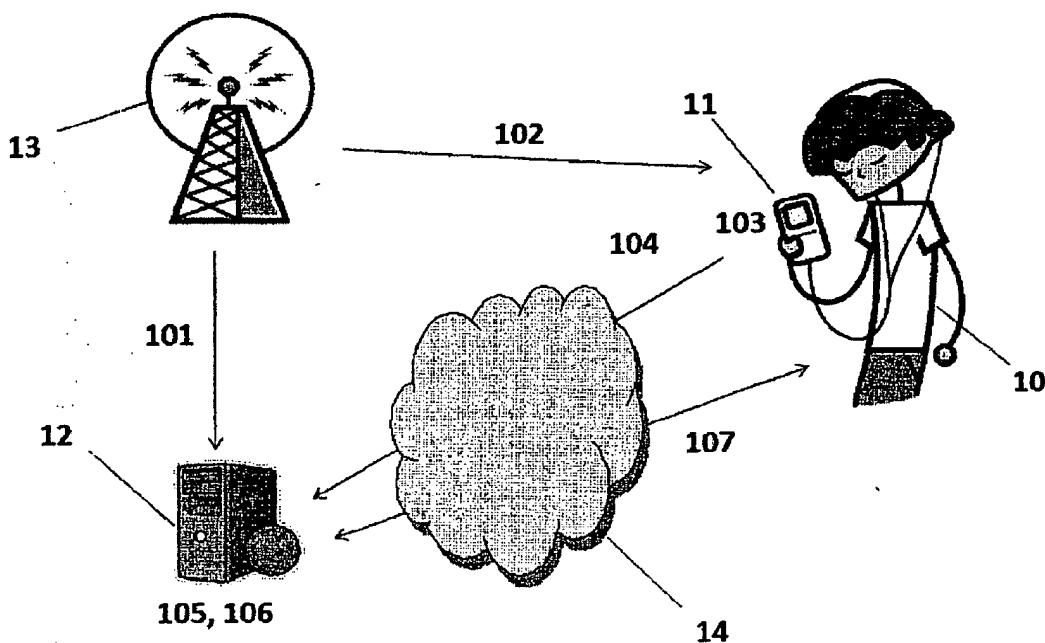


Fig 1

U.S. Patent Application No.: 10/552,628

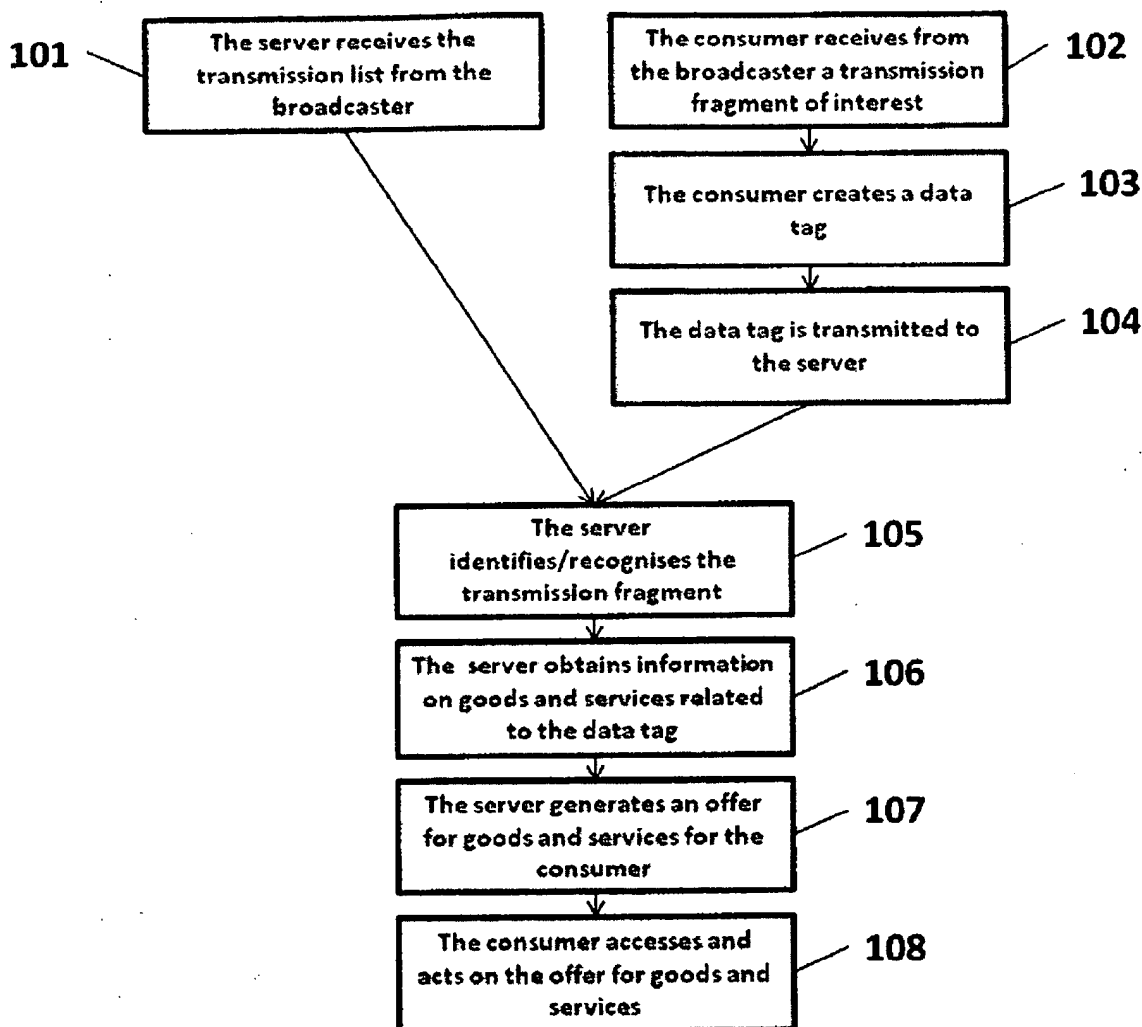


Fig. 2